



The Advertising Association

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NEWS RELEASE

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EMBARGO! Not for use in articles appearing before Monday 20 March 2006

2.1% INCREASE FOR UK ADVERTISING EXPENDITURE IN 2005

Advertising expenditure in the United Kingdom rose by 2.1% when measured at current prices between 2004 and 2005. These figures are published today in the *Quarterly Survey of Advertising Expenditure*, researched and compiled by the World Advertising Research Center (WARC) on behalf of the Advertising Association (AA). The media covered by the survey include national and regional newspapers, consumer and business magazines, television, radio, outdoor, cinema, internet and direct mail. The total figure excludes advertising expenditure in directories for which annual data will be available later in the year. The internet figures are WARC estimates – expenditure data for this medium will be published shortly by the Internet Advertising Bureau. The figures shown in the table below exclude expenditure on advertisement production, but include agency commission.

Advertising expenditure by medium 2005

	2005 adspend, £m current prices	2005 on 2004 % change
National newspapers ¹	1,915	-3.0%
Regional newspapers	2,994	-4.4%
Consumer magazines ²	827	1.0%
Business magazines	1,064	-1.6%
Total press	6,801	-3.0%
- of which display	3,700	-1.1%
- of which classified	3,101	-5.1%
Television	4,097	3.6%
Radio	521	-4.5%
Outdoor	897	5.8%
Cinema	156	-2.6%
Direct mail	2,371	-3.9%
Internet ³	1,131	73.1%
- of which display	383	64.3%
- of which classified ⁴	748	78.0%
Total measured adspend⁵	15,973	2.1%

Notes: ¹Includes supplements. ²Excludes supplements. ³Internet figures are WARC estimates. ⁴Internet classified includes the IAB "search" category plus IAB non-recruitment classified plus WARC recruitment classified. ⁵ Excludes directory advertising and production expenditure, includes agency commission.

Source: AA's *Quarterly Survey of Advertising Expenditure*

The slackening in consumer spending and other adverse economic circumstances have resulted in a deceleration of advertising expenditure growth over the last year. The 2.1% increase in 2005 compares with a 6% rise in the previous year.

Total advertising expenditure in the United Kingdom for 2005, including directories and production costs, will be published in June in the AA's *Advertising Statistics Yearbook 2006*. The equivalent total for 2004, published in the 2005 edition of the *Yearbook*, was £18,385 million.

The AA's *Quarterly Survey of Advertising Expenditure* is available on annual subscription (price £590 for AA members, £715 for non-members) exclusively from WARC (Tel: 01491 418636) or online at: www.warc.com/qsae

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Notes to editors:

1. The Advertising Association (AA) is a federation of 32 trade bodies and organisations representing the advertising and promotional marketing industries, including advertisers, agencies, the media and support services in the UK. It is the only body that speaks for all sides of an industry that was worth over £18.3 billion in 2004. Further information about the AA, its membership and remit is available on our website at: [http:// www.adassoc.org.uk/](http://www.adassoc.org.uk/)
2. The World Advertising Research Center (WARC) is a leading provider of information and statistics on all topics of importance to the marketing communications, media and advertising industries – worldwide. WARC has also invested substantially in creating www.warc.com - a groundbreaking database of marketing communications content from around the world including material from the Advertising Research Foundation, the Advertising Association and many other leading sources.